



# Northern Land Council

## MEDIA RELEASE

### New NLC website launched

27 February 2003

The Northern Land Council today unveiled its new website ([www.nlc.org.au](http://www.nlc.org.au)), which features an attractive graphics-enhanced 'look' as well as more comprehensive information about the Land Council, its members and its role as the peak representative body for Aboriginal people living in the Top End of the Northern Territory.

NLC Chief Executive Norman Fry said: "A lot of time and effort has gone into the website's redesign over the past year and I am very happy with the result."

"An organisation's website is effectively its global shopfront and as such it forms a central part of our communication strategy in the wider community, not just here in Australia but overseas as well."

"It is important that people understand how the Northern Land Council came into existence, its historical struggle to win land rights for its Aboriginal constituents and its changing role as we move into the 21<sup>st</sup> century."

New features of the website include a listing of all NLC members by region, biographies of the Chairperson, Deputy Chairperson and Chief Executive, a more detailed explanation of the permits system, redesigned permit forms, picture galleries and a revamped employment section.

A highlight of the upgraded Media/Publications section is the just-released joint Central Land Council-NLC response to the Australian National Audit Office Report on NT Land Councils.

Media workers will also welcome the four-year archive of NLC press releases, protocols relating to media workers on Aboriginal land, top stories from our quarterly publication *Land Rights News* and an on-line version of our annual report. Over time the NLC plans to expand the range of material contained in this section to include speeches, Parliamentary submissions and discussion papers.

Other material, including a chronology of the Land Rights movement, a detailed explanation of the legislative framework under which the NLC operates and a guide to doing business on Aboriginal land, has been updated.

"The NLC's website is a resource available to all and I strongly encourage all those with an interest in the NLC's operations – including our constituents, government, media, researchers and visitors to the Top End – to make full use of it," Mr Fry said.

